

# TRADEWATCH

Official E-Newsletter of the Caribbean Export Development Agency

VOL. 7 NO. 5 SEP-OCT, 2013

## Caribbean Kitchen Cooks Up A Storm at ANUGA



Caribbean Export's Caribbean Kitchen delegates during the final day of ANUGA 2013



Special Advisor, Export Development Samuel Kruiner (centre) with Caribbean Kitchen Pavilion participants

**The Caribbean Export Development Agency (Caribbean Export) in partnership with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) presented the Caribbean Kitchen Pavilion at the ANUGA 2013 Food Show in Germany, from October 5-9, 2013 and was a huge success.**

This was the first time Caribbean Export has taken a collective of food and beverage producers to ANUGA as part of Caribbean Kitchen. The 212sqm space showcased a variety of food and beverage products from across the region, including Taste13 award winners Banana Ketchup from Baron Foods, Tiger Malt from Beverages Caribbean Inc. and Marie Sharp's Fruit Flavours from Belize.

ANUGA is the world's leading food fair for retail trade and the food service and catering market, impressively attracting over 150 thousand trade visitors from 185 countries. Visitors to the vibrant Caribbean Kitchen Pavilion stepped into a Caribbean beach bar setting, where they could taste a range of foods complemented with Caribbean produced condiments or sauces and wash them down with a choice of Caribbean alcoholic and non-alcoholic beverages, with rhythmic Caribbean music playing in the background. The stand was a hive of activity with many visitors coming to try new flavours such as

Banana Ketchup from both Baron Foods and Viking Trading. Marketing Director of Viking Traders, Gizelle Fleischhacker found the "most interesting part of ANUGA was the opportunity to interact with business contacts from around the world".

It is a key objective of Caribbean Export to put the right firms, in front of the right decision makers, at the right time, to maximize the export potential for the region. The participation of Caribbean Kitchen at ANUGA has done just that. A few participating firms were able to capitalize whilst at the event, taking orders for their products such as Barbados' 10 Saints who "received definite orders from four (4) European markets" and have since closed an order with an African distributor. Director Glyn Partridge expressed that "In one week [we] have gained access to at least 5 EU markets which is a dream come true".

Caribbean Export in partnership with GIZ supported a total of 11 firms from 7 different countries. Other participants included: The West India Biscuit Company, Barbados; Parry W. Bellot & Co. Ltd, Dominica; Country Traders Limited, Honey Bun and Tijule of Jamaica; and SMAKS, Trinidad & Tobago. Mardi SRL from the Dominican Republic unfortunately was unable to attend.

The Caribbean contingent was headed up by Caribbean Exports' Special Advisor – Export Development, Sam Kruiner who expressed that "Caribbean Export can continue to provide market access opportunities such as this, but it is down

to the firms to do their work to penetrate the market. We are pleased that many of the participating firms have managed to do that on this occasion" Given the excitement at the presence of Caribbean firms at ANUGA and the media attention awarded to Caribbean Kitchen by international food press, industry bloggers and German television, it is evident that there is a strong thirst for Caribbean foods and beverages within Europe and Caribbean firms must invest in utilizing the benefits of the Economic Partnership Agreement (EPA) with the EU.

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[Click here to view the Caribbean Kitchen Page on Facebook](#)

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# Promoting Regional Integration via the Caribbean Fashion Industry

The Caribbean Export supported the attendance of seven designers to the recently held Dominicana Moda (DM2013) in Santo Domingo, Dominican Republic, during October 21-26, 2013. The Fashion Week attracted the talent and passion of a great number of designers, delighted audiences and industry professionals alike.

Each year Dominicana Moda grows in strength, so much so, that it has become a vehicle for promoting the integration of the Dominican Republic and the countries of CARICOM. Among the countries that came to exhibit their talent on Dominican soil was a very diverse delegation of leading designers and new talents from 7 countries of CARIFORUM; ILashan Apparel & Handmade Jewelry from The Bahamas; the Andrew Harris Collection of Barbados; Odanis Valdez Polonia from the Dominican Republic; MARSAE of Guyana; Mag Art from Haiti; Patwa Apparel Ltd from Jamaica and MEILING Inc. from Trinidad and Tobago.

The joint exhibition of these 7 countries sought to promote intra-Caribbean relations by forging strategic alliances that allow them to attack the international and regional markets with greater momentum. In addition to the runway shows, the designers visited textile factories in the DR such as Group M and Blue Country to explore manufacturing opportunities for their clothing lines, thus ensuring the origin "Caribbean" for products and guaranteeing the preferential access to major markets.

This incentive is part of the joint strategy for private sector development of Caribbean Export, the European Union and the Multilateral Cooperation Directorate (DIGECOOM) which aims to help Caribbean countries to take a greater advantage of Trade Agreements signed by CARIFORUM countries including the Economic Partnership Agreement EU - CARIFORUM (EPA).

As expressed by Escipion Oliveira, Deputy Executive Director at Caribbean Export, "it is hoped that more regionally designed clothing could be manufactured in the Dominican Republic and exported to Europe under major trade preferences thus reinforcing the integration of our countries".

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*Regional Designers during press Conference at Dominicana Moda. Top row from left: Marcie De Santos, Andrew Harris, Anthony Reid, Odanis Valdez Polonia  
Front row from left: Indira Lashan Moss, Heneka Watkis Porter, Meiling Esau*



*Designers during a textile factory tour accompanied by Escipion Oliveira, Deputy Executive Director, Caribbean Export (third from right)*

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Twitter: [www.twitter.com/CaribXport](http://www.twitter.com/CaribXport)

Youtube: [www.youtube.com/TheCaribbeanExport](http://www.youtube.com/TheCaribbeanExport)

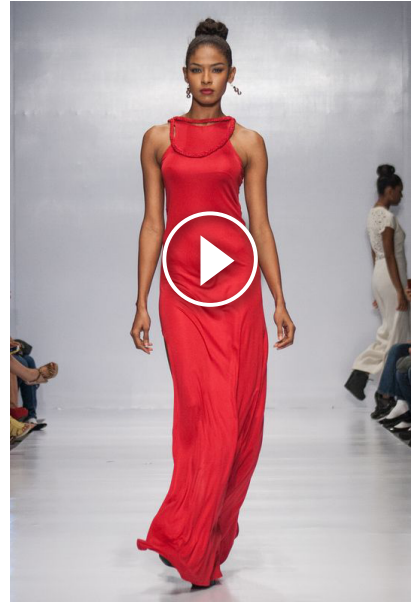
## Runway Show - Dominicana Moda 2013



*Patwa-Apparel*



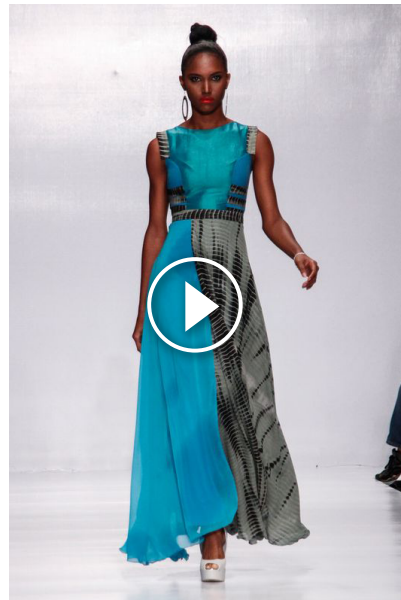
*Andrew Harris Collection*



*ILasham Apparel*



*MEILING*



*MARSAE*

Internet Access Required to View Videos

CARIFORUM Firms Selected for ANUGA 2013

COUNTRY	FIRM
Barbados	10 Saints Brewery Company Limited
Barbados	Beverages Caribbean Inc
Barbados	The West Indies Biscuit Company Limited
Belize	Marie Sharp's Fine Foods Limited
Dominica	Parry W. Bellot & Co. Ltd.
Dominican Republic	Mardi SRL
Jamaica	Country Traders Limited
Jamaica	Honey Bun (1982) Ltd.
Saint Lucia	Tijule Company Ltd
Saint Lucia	Viking Traders Ltd
Saint Lucia	Baron Foods Ltd
Trinidad & Tobago	SMAKS Luxury Group

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"It is through the facilitated presence of the Caribbean at this event, that a crucial service is provided to Caribbean firms to seize market access opportunities arising from the Economic Partnership Agreement (EPA), ultimately leading to market penetration into the EU by Caribbean firms. The long term goal is to enhance the ability of these companies to be able to shoulder the responsibility of preparing for and attending such forums on their own in future" stated Ginelle Greene, GIZ Private Sector Officer, with one approach being as a collective Caribbean contingent, as was successfully demonstrated with Caribbean Kitchen at the ANUGA trade fair.

Caribbean Export's Executive Director Pamela Coke Hamilton reiterates this, stating that "We are committed to facilitating opportunities for the Private Sector, that support the long-term growth of our regions export market, however it would be cognizant of the private sector to make the necessary investment to penetrate the European market and utilize the EPA."

## Caribbean Export participates in JAMPRO Business Linkages Event

Caribbean Export supported the Jamaica Promotions Corporations' (JAMPRO) two-day business linkages event 'Opportunities Jamaica 2013' at the Montego Bay Convention Centre, Rose Hall, St James from September 30-October 1, 2013.

It is the signature event of JAMPRO's Business Linkages Programme, which has performed creditably over the past five years, by facilitating contracts valued at over JAM\$2 Billion.

Opportunities Jamaica 2013, which was held under the theme: 'Establishing Partnerships for Success', sought to promote opportunities for mutually beneficial partnerships between local suppliers of goods and services and targeted local and overseas buyers.

Approximately 140 local buyers and some 20 buyers from across the region converged on the Montego Bay Convention Centre for targeted business matchmaking, particularly in the tourism and hospitality sector.

Caribbean Export mounted a booth at the event and promoted the services offered by the Agency to the 50 exhibiting private sector firms and buyers. Participating firms were matched in pre-arranged business meetings with overseas buyers, including purchasing managers, gift shop operators, chefs and buyers in the retail and distribution sectors.



From L-R: Diane Edwards, President, JAMPRO, Pamela Coke Hamilton, Executive Director, Caribbean Export Hon. Sharon Ffolkes Abraham, Minister of State in the Ministry of Industry, Investment and Commerce and Cleveland Charles, Political and Economic Counselor, United States Embassy

# Crafting a New Private Sector Advocacy Model

My good friend and colleague David Jessop, wrote in his recent column titled 'Wanted: An aggressive regional private sector voice', on an issue which has been at the forefront of recent deliberations within CARICOM and which both the Secretary General of CARICOM, Ambassador Irwin Larocque as well as the Prime Minister of Trinidad and Tobago, the Hon Kamla Persad Bissessar have indicated are critical to driving the regional integration process. The issue of a strong, credible, vocal private sector voice at the regional level.

While it is conceded that there currently exists a lacuna in the regional space, of such a private sector entity, I believe that it is a colossal leap to suggest that the "silence" is "an indicator that regional economic integration and a single direction of economic travel may no longer be achievable." I would like to suggest rather that the silence has not been as complete as assumed and that the regional leaders, both within the public and private sectors, are moving expeditiously towards ensuring that the structural gaps affecting effective private sector advocacy at the regional level are addressed and corrective action implemented. Additionally, while regionally the private sector has not been very active as a cohesive unit, I dare say that in addition to Martinique and Guadeloupe and the Dominican Republic mentioned in the referenced article, the Jamaican and Trinidad and Tobago private sector groups through the PSOJ and TTMA among others, at a national level are quite active and influential, driving policies that are then raised, through their Ministers at COTED and the other organs of CARICOM/CARIFORUM.

Moreover, the idea of Barbados' former Prime Minister Owen Arthur, of a vibrant Caribbean Business Council (CBC) is in fact very much alive and has re-emerged with much greater force within the last six months with a mandate to Caribbean Export Development Agency, emanating from the last COTED to undertake an analysis of the current situation, initiate wide ranging consultations on the factors that affected implementation of the CBC, and submit a proposal and recommendations to the COTED on the way forward.

In March 2013, at its inaugural Caribbean Exporter's Colloquium, Caribbean Export also convened the first meeting of an informal regional Private Sector Advisory Group (PSAG) specifically to seek direct engagement with and guidance from major private sector players in the region on the issues affecting private sector development and

export competitiveness for the region. The group consists of representatives from countries spanning from the Dominican Republic in the north to Guyana in the south and has both large and small firms ranging from the Grace Kennedys, Angosturas and Banks Holdings to the Barons Foods and the BrainStreet Group. Admittedly for many of the representatives, particularly the younger generation (I'm not sure persons my age are deserving of such a soubriquet, but that's for another article) it was the first opportunity to actually engage with their regional counterparts outside a competitive boardroom/company setting and to bring their minds together to address the larger regional issues.

Since that time, this group has participated in several consultations and members have made themselves available continuously to provide input and guidance on the re-emergence of a vibrant regional private sector voice. Some, such as Jeffrey Hall of Jamaica Producers, will also be taking part in the upcoming ACP validation workshop for Private Sector development in Brussels in the next few weeks. This re-engagement has underscored the view that there is commitment and passion on the part of the regional private sector, individually and collectively, to impact the Caribbean landscape for change. What is needed is the institutional structure to ensure coherent, sustainable engagement and rebuilding of trust.

In that vein, pursuant to the mandate of the Ministers of COTED, Caribbean Export, through the Regional Private Sector Development Program (RPSDP) of the 10th EDF, funded by the European Union undertook to drive the process through the establishment of a consultancy with the following agreed terms of reference, approved by the CARICOM Secretariat.

Excerpts as follows: "The importance of the private sector's role in regional development has long since been recognized and a regional private sector advocacy organisation is critical to effective dialogue with the public sector.

The question we are now faced with, given the challenges of the CBC, among other similar entities, is how do we move forward and what is the body to be entrusted with this role.

This consultancy seeks to examine the state of Private/Public Sector dialogue in the CARIFORUM region with a view to drafting a roadmap for the best way forward. This will include a careful examination of the CBC, to determine whether it can be re-engineered



*Pamela Coke Hamilton  
Executive Director  
Caribbean Export Development Agency*

to overcome the challenges being faced and become an effective body for regional private sector advocacy and engaging the public sector in dialogue."

The expert selected to undertake these critical consultations and assessment and create a roadmap for a revitalized private sector lobby, was the esteemed James Moss Solomon, himself a former President of CAIC, a founding member of the CBC and of course a stalwart of the regional private sector space. I can categorically state, without fear of contradiction, that there is probably no other person better placed to undertake the honest uncompromising assessment that is required, initiate the dialogue across the region, restore trust and provide the required roadmap needed for the reestablishment of an energetic, engaged body capable of meeting the demands for private sector advocacy at all levels. There is no doubt that he fully understands the history, the reasons for the demise and the nuances that have led to the current state of play.

Mr Moss Solomon is currently half way through the consultation phase and his initial findings have been revealing and encouraging. I will not preempt his findings however I am confident that both the will and the commitment exist and that the regional private sector will reassume its space on the regional and international landscape in a more powerful way than existed previously.

Caribbean Export remains committed to supporting this reemergence and to ensuring that the process is a coherent one leading to long term sustainable solutions for private sector advocacy and to working with all parties in a constructive manner to achieve the strengthening of this critical platform for regional development.

# Regional Firms Supported in their Bid to Enter the DR Market

During the period September 11-13, 2013, Caribbean Export Development Agency, assisted 20 Caribbean firms, the majority of whom were from Jamaica (14 firms), in their effort to explore trade opportunities with the Dominican Republic (DR). Other participating firms included those from St. Lucia, Grenada, Guadeloupe and Haiti. The initiative was executed within the framework of the EU funded 10th European Development Fund Regional Private Sector Development Programme and was geared towards the promotion of stronger trade and investment relations between CARICOM and the Dominican Republic.

The trade mission was a collaborative effort, executed with the support of Jamaica Promotions Ltd. (JAMPRO), (represented on the mission by Ms. Berletta Forrester, Export Promotions Manager), the Centre for Export and Investment in the DR (CEI-RD) and the Chamber of Commerce in Santiago, Dominican Republic. The launch of the mission was officiated by Mr. Cesar R. Dargam Espillat, Vice-Minister of Foreign Affairs with responsibility for Economic and Commercial Negotiations in the DR Ministry of Foreign Affairs. The mission also received support from Ms. Leela Ramoutar, Private Sector Specialist with the CARICOM Secretariat and Mr. Kelvin Kerr, CARICOM officer in the Ministry of Industry, Investment and Commerce of Jamaica.

The initiative sought to, among other things, explore opportunities for increased trade between Jamaica and the DR through public/private sector dialogue, the execution of Business to Business meetings; establish relationships between the key Business Support Organisations (BSOs) on the mission, including JAMPRO and the Jamaica Manufacturers' Association with their counterparts in the DR including the Chamber of Commerce and Production of Santo Domingo (CCPSD), the Dominican Association of Industries (AIRD), The Dominican Agro-industrial Council (JAD) and the National Enterprise Council (CONEP); and advance the implementation of the CARICOM-DR Free Trade Agreement.

While addressing the delegates in an opening dialogue attended by representatives from the DR Ministry of Industry and Commerce and the DR Centre for Export and Investment (CEI-RD), Vice-Minister Dargam

expressed that "Our market represents a great opportunity for CARICOM business persons; we are not competitors...rather we are partners as we seek a strategic alliance that will provide greater opportunities for all...We want products of both the Dominican Republic and CARICOM be part of a value chain that will allow our countries and our entrepreneurs to be more competitive in the world market".

More than 35 business to business meetings were coordinated by Caribbean Export in Santo Domingo during event. The firms were taken on supermarket tours in the city to allow for an evaluation of competitive products currently in the market and participated in a private dialogue with the Jamaican Embassy in the DR. On September 13, 2013 the participants took part in Expo Cibao, which is an annual trade fair that is held in Santiago, the Dominican Republic, focused on the promotion of the agro-industry and construction sectors. Approximately 25 business meetings were coordinated at the fair providing support to Caribbean firms seeking to source raw materials and/ or other products from that market.

"It is our aim to model this approach in the remaining period under the 10th EDF by facilitating missions to the DR by the private sector in other CARICOM countries, as well as facilitating missions of the DR private sector into CARICOM markets of interest," notes Escipion Oliveira, Deputy Executive Director, Caribbean Export. "The advantage we bring as an Agency to firms in the region is the ability to make the necessary first introductions, opening doors so that firms can begin the process of negotiations."

Participating companies included: (From Jamaica) Wynlee Trading, Crimson Dawn Manufacturing Company, West Indies Gypsum Company, Federated Pharmaceutical, Jamaica Fiberglass Producers, EdgeChem Jamaica, GK Foods & Services, Honey Bun, Falcom Marketing, Paramount Trading, Sun Island Jamaica, Honeykist Apiaries, Bio-Tech R&D Institute, Isratech Jamaica. (From Grenada) West Indies Spices ; (from Haiti) Signa Haiti; (from St. Lucia) Renwick & Company; (From Guadeloupe) Kisale, Naturels Cosmetiques.



*Members of the mission with representatives from the DR Government and Private sector at the DR Ministry of Foreign Affairs.*

# Caribbean Export Launches the National Trade Information Networks



Manager, Trade and Export Development David Gomez speaking during the NTIN Launch in Belize.

COUNTRY	N-TIN Members
Barbados	Barbados Coalition of Service Industries Barbados Investment Development Corporation Barbados National Standards Institution Barbados Private Sector Trade Team Barbados Statistical Service Caribbean Regional Organisation for Standards and Quality Small Business Association
Belize	Belize Agro-productive Sector Group Belize Customs and Excise Department Belize Chamber of Commerce and Industry Belize Coalition of Service Industries Belize Poultry Association Belize Trade and Investment Development Services Central Bank of Belize Directorate of Foreign Trade Statistical Institute of Belize
Dominican Republic	Customs Dominican Association of Exporters Foreign Trade Directorate Industrial Association of the Dominican Republic National Free Zones Council National Statistics Office
Jamaica	Jamaica Exporters' Association Jamaica Chamber of Commerce Jamaica Customs Association Jamaica Manufacturers' Association Jamaica Promotions Corporation Statistical Institute of Jamaica University of Technology
Suriname	Suriname Business Development Centre Suriname Customs and Bureau of Standards
Trinidad & Tobago	Export Trinidad & Tobago Invest in Trinidad & Tobago Trinidad & Tobago Chamber of Commerce Trinidad & Tobago Customs Department Trinidad & Tobago Manufacturers Association

Caribbean Export officially launched the Belize National Trade Information Network (N-TIN) at the Radisson Hotel, Belize on Friday, October 11, 2013.

Belize is one of six countries identified in a region wide scan of the trade support institution landscape as being in the position to move ahead with the establishment of a National Trade Information Network (N-TIN). The other countries include Trinidad and Tobago, the Dominican Republic, Barbados, Suriname, and Jamaica. Over the past year the Agency has conducted a series of workshops and consultative meetings with the selected countries to introduce the approach and methodology that will be undertaken in the formation of the N-TINs. According to David Gomez, Manager for Trade and Export Development at Caribbean Export, "the N-TINs are central to the delivery of enhanced trade information services and will contribute to the establishment of mechanisms at the regional level for similar services delivery...the process involves both data collection and compilation and identification of services that respond to the trade information needs of CARIFORUM exporters and the wider private sector."

The National Trade Information Network is a collaboration between trade and business support institutions of the named countries who have committed to develop quality trade information within their respective country, required to support the development of a regional trade information system managed and implemented by Caribbean Export. The N-TINs will provide high quality, relevant and timely information on services trade, trade and economic statistics, market and sector briefs, tariff and non-tariff data, directory of businesses (exporter/buyers), links to important intermediaries e.g. Trade Promotion Organisation and Government agencies, and the structure and export performance of national economies within the CARIFORUM region. Accurate information of this nature is critical to any private sector business that is looking to export.

Participation of members in the network will be governed by a Memorandum of Understanding (MOU), which outlines the areas and modalities for the network members as it relates to the collection and dissemination of trade information.

Each N-TIN will have an official launch that features the signing of the MOU between the network members, and the signing of an MOU between the a National Focal Point and Caribbean Export; as well as technical training sessions with network members on the protocols for data collection, dissemination and the tools required to build national business and export registries.

BELTRAIDE is the coordinator for the network in Belize and serves as the National Focal Point signing the MOU with Caribbean Export on all matters related to the provision of trade information services.

For more information on National Trade Information Networks contact Sheldon Jackman, Advisor - Market Intelligence, Caribbean Export, at [sjackman@carib-export.com](mailto:sjackman@carib-export.com).

# The 5th Management Consulting Symposium



*Participants and organizers of the 5th Management Consulting Symposium held in Trinidad and Tobago*

Caribbean Export, in collaboration with, Trinidad & Tobago Coalition of Service Industries (TTCISI) and GIZ commenced the 5th Management Consulting Symposium at the Hyatt Regency, Trinidad on September 10, 2013. The meeting of over 75 CARIFORUM Management consultants and consulting firms from Europe, South America and Africa will conclude on September 12th 2013.

The importance of the management consulting industry to the Caribbean was laid clear by Chief Operating Officer, Anthony Bradshaw who stated that "Globally the management consulting industry is one of the fastest growing sectors and in a 2010 study commissioned by the Agency, the global market for consulting services was expected to reach US\$350 billion" and thus is a priority sector for the Agency.

"Management consulting can be considered to be high value added industry with a heavy export orientation, which has the potential to make a significant contribution to address [the] needs of the Regional market, which provides many opportunities for our service providers" expressed Senator The Hon. Vasant Bharath, Minister of Trade, Industry and Investment for Trinidad & Tobago.

At the opening ceremony dignitaries expressed their gratitude toward Caribbean Export for taking the initiative to organise such an important meeting of management consultants as it is viewed as "part of a wider Aid for Trade programme to assist the private sector in the Caribbean to take advantage of the CARIFORUM – EU Economic Partnership Agreement" according to Mrs. Daniela Tramacere, Chargee d'Affaires, Delegation of the European Union to the Republic of Trinidad & Tobago. Tramacere also encouraged Caribbean management consultants to take advantage of the opportunities published on the Europeaid webpage in view of the EU being the biggest development cooperation donor in the world.

This 5th Management Consulting Symposium under the theme Strategic Alliances for Development the symposium is set to engage regional and international experts to bring renewed focus to establishing strategic alliances and generating opportunities for CARIFORUM management consulting firms to exploit the CARIFORUM-EU Economic Partnership Agreement (EPA) and

those in the emerging markets. This key topic for discussion by a forum of over 75 CARIFORUM Management Consultants will focus on the strategy required for increasing scope, export competitiveness and economies of scale.

A major activity on the 3 day agenda is the series of business to business matchmaking sessions with EU consulting firms facilitated by Caribbean Export in order to generate business and thus increase the penetration of the EU market by CARIFORUM firms. This was a highly successful facet of the 4th meeting with a number of consulting firm reporting positive partnerships and successful bids as a result. "Our firm has been able to partner with seven (7) of the CARIFORUM consultants/consulting firm present at the Symposium on proposals, three of which were successful bids." – Pernille Fischer Boulter, CITP, Kisserup International Trade Roots Inc. & Kisserup Europe.

Thus, management consulting can provide many opportunities for cooperation between consulting firms in CARIFORUM, Europe and Globally. "The German Government supports this cooperation as it is a centrepiece for the EPA between CARIFORUM and the EU. Trade and development are two sides of the same coin, and strengthening business cooperation can make a substantial contribution to a better future for the Caribbean" stated Ullrich Kinne, Charge d'Affaires, of the German Embassy in Port of Spain.

In addition Dr. Engels stressed the importance for consultants possessing the Certified Management Consulting designation, as it is "clearly understood by service consumers as a mark of quality and will certainly support increased services exports." Moreover it is "is helpful for accessing any EU market for consulting services."

President of the Caribbean Institute of Certified Management Consultants Dr. Vasantha Chase presented four newly certified management consultants at the opening; Carol-Ann Ferdinand, Sucilla Buchoon-Harrikissoon, Ian Downes (Trinidad & Tobago) and Ronnie Antonius (Suriname).

The 5th Management Consulting Symposium is consistent with Caribbean Export's overall strategy for priority niche sector development under the 10th EDF Regional Private Sector Development Programme (RPSDP), pursuant to maximizing the benefits of the provisions of the CARIFORUM-EU Economic Partnership Agreement (EPA).



## Set for Success - Hotel Alexandrina

*Hotel Alexandrina, owned and operated by Beresford and Ruth Stevens, is perfectly perched on the hillside of Prospect, in St. Vincent and the Grenadines. Overlooking the Caribbean Sea, this modern and exclusive 17-room hotel comprises eclectically decorated rooms and apartment suites.*

The family-owned establishment, which opened in 2008, first became aware of Caribbean Export through information received from the SVG Hotel Association and Invest SVG. Armed with this knowledge, they applied for and received a grant to enhance the infrastructure and property management of the hotel.

The objective of the project was to align Hotel Alexandrina with regional and international hotels, tourism standards and guidelines, which proved to be highly beneficial for the business. The main benefits to date include increased occupancy, and performance as it relates to efficiency in operations. It is envisioned that these will ultimately translate to increased revenue and employment opportunities.

"While an increase in sales is not quantifiable at this point, incremental changes are present", commented Co-owner Ruth Stevens. "What we want to develop is a socially responsible hotel that will be viewed as the optimal vacation choice for guests, and we could have achieved this without the assistance of Caribbean Export. The Agency is known for encouraging innovation and market access among regional firms and we wanted to be a part of this success", Stevens concluded.



Contact Details:  
Hotel Alexandrina

P.O. Box 104, Prospect, St. Vincent & the Grenadines  
Tel: 1-784-456-9788

Web: <http://www.hotelalexandrina.com>

Email: [info@hotelalexandrina.com](mailto:info@hotelalexandrina.com)



*Entrance to Hotel Alexandrina*



*Pool View of Hotel Alexandrina*



*Ariel Pool and Gazebo View of Hotel Alexandrina*

## Caribbean Export Career Opportunities

Caribbean Export Development Agency is looking for motivated individuals to fill the following positions:

### Advisor, Competitiveness and Innovation - Barbados

Reporting to the Manager – Competitiveness & Innovation, the Advisor – Competitiveness & Innovation will work closely with the Manager to purposefully engage regional private sector companies to increase their export sales through the facilitation of processes to enhance the development of innovative services and technological solutions. He or she will also have responsibility for conducting research and providing analysis, to ensure that relevant private sector companies understand and can take advantage of niche market access opportunities and engage in best practice.

Interested applicants must send their CV and cover letter by email to Mr. Christopher McNair at [cmcnair@carib-export.com](mailto:cmcnair@carib-export.com) and copied to Mrs. Wendy Graham at [wgraham@carib-export.com](mailto:wgraham@carib-export.com)

**Deadline for submissions is: Friday, December 6, 2013 at 4:30pm AST.**

### Senior Advisor, Trade and Export Development - Barbados

Reporting to the Manager – Trade and Export Development (TED), the Senior Advisor – Trade and Export Development will help to oversee the work of the Trade and Export Development department in particular as it relates to promotion of the interests of the regional private sector including SMEs in the areas of market research and intelligence; trade advocacy; and export development and promotion. He/She will work directly with the Manager – TED and provide technical support and leadership to the Advisors in the different functional areas outlined above to ensure successful and timely achievement of the department's work program. He/She will also be required to liaise with other departments within Caribbean Export as well as with external stakeholders, and to represent the Agency from time to time.

Interested applicants must send their CV and cover letter by email to Mr. David Gomez at [dgomez@carib-export.com](mailto:dgomez@carib-export.com) and copied to Mrs. Wendy Graham at [wgraham@carib-export.com](mailto:wgraham@carib-export.com).

**Deadline for submissions is: Friday, December 6, 2013 at 4:30pm AST.**

## RFP: Consultancy for an Assessment of the Tariff Principles and Practices of CMOs

Caribbean Export Development Agency (Caribbean Export) invites suitably qualified candidates to submit a proposal for the above captioned consultancy. The objective of this consultancy is to identify a regional copyrights (tariffs) administration system for the collection of music copyright royalties by collective management organisations (CMOs) in CARIFORUM. The beneficiaries to this project are the 15 Member Countries of CARIFORUM. The national Copyright Associations and musicians, writers, etc. across the Caribbean region are also expected to benefit directly.

The overall objective of this consultancy is to provide support to the music sector through enhancement of the technical capacity of CMOs to administer the collection of royalties from the music industry thereby contributing to export revenue enhancement, job creation, and poverty reduction and ultimately for CARIFORUM Member States' deeper integration into the global economy.

For full details please visit our website [www.carib-export.com](http://www.carib-export.com) and click here to download the Terms of Reference. Proposals may also be emailed to Mr. David Gomez at [dgomez@carib-export.com](mailto:dgomez@carib-export.com) and copied to Mrs. Tracie Richards at [trichards@carib-export.com](mailto:trichards@carib-export.com)

**The deadline for submission of proposals in Monday, November 25, 2013 at 4:30pm AST.**

## TRADEWATCH UPCOMING EVENTS

NOVEMBER 2013		
FIHAV	Cuba	November 4-8
ProNET Train the Trainer	Dominican Republic	November 5-14
SBDC Training - Module 4	Barbados	November 6-7
N-TIN Launch	Suriname	November 7
ACP Secretariat Meetings	Brussels	November 8-14
ProNET Stakeholder Conference	Barbados	November 18-19
CAIPA General Assembly & Regional Investor of the Year Award	Belize	November 21-22
3rd Meeting of Trade & Development Committee under the EPA	Grenada	November 21-22
ProNet Training	Dominican Republic	November 25-27
IP Regional	Barbados	November 27-29
DECEMBER 2013		
ACCS Workshop - Music Copyrights	Jamaica	December 2-6
8th Meeting of the CARIFORUM/FCOR/OCT Task Force on Trade and Investment	Martinique	December 11-12

Dates subject to change.

## Caribbean Export Development Agency

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## Caribbean Export's Key Result Areas And Goals

- Fostering an enabling environment – for trade and investment within the region through regional integration, cooperation and advocacy initiatives designed to position the region more effectively in the world economy.
- Enhancing Competitiveness – Increase the competitiveness of firms in CARIFORUM countries in selected sectors through investment, management and product development, market expansion and export diversification.
- Promoting Investment - Promote the Caribbean region as a prime destination for intra and extra-regional investment.
- Strengthening Institutional Capacity and Networking - Enhance the capacity of public and private sector BSOs, particularly sector associations, trade promotion organisations and investment promotion agencies, and support the development of vibrant Caribbean business networks to improve services to clients.

We are very interested in your feedback.

Please email your comments to: [tradewatch@carib-export.com](mailto:tradewatch@carib-export.com).  
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